

LEGO Friends II

General:

LEGO Friends II is the sequel to LEGO Friends and re-uses the same characters and the music focus. The game will bring in new elements of challenge and strategy as well as creativity. It will again play heavily on aspirational elements and media influence.

The game is based on a mixture of engaging strategy and fun creativity. The two layers formula Narratives/Activities will remain with the Narratives giving the cue for strategic play while the Activities provide self-expression and creativity. Some of the Activities will be computer only whilst other will encourage play away from the computer with print outs that can be combined with play materials.

The objective of the game is to make Tuff Stuff a world leading pop band. To do this the player will have to manage the band from its mere beginnings to its successful World Stage Show through five worlds. Each of the worlds will present a particular strategic challenge with its own characters and humour as well as Activities.

In addition, some core activities such as dressing up the band for gigs and concerts and preparing the stage, will be present in all levels and will expand a bit more each time. For example, you start with quite a small wardrobe and gain a few more outfits every time you go up a level.

LEGO SCALA is also developing a new line of toys based on Friends that will call for extensive cooperation. There is a dedicated design group working on this line. I have had a couple of meetings with them that have thrown some very nice ideas for features on the CD as well as objects for the Universe. For example, a touring bus which will have extensive use through the levels taking the girls from their homely environments to their concerts.

Some of the important differences with LEGO friends are as follows:

1. In each world you may have success, have to try again or be complete Tragic Trash
2. Money is important as a parameter but not the main objective
3. Planning, organising and strategy are key
4. You can record your own lyrics using a mic
5. You get to choreograph all the band not just Emma
6. You can choose outfits for performances
7. The activities that offer print outs will be combinable with SCALA Friends play materials
8. The locations and other elements (such as the touring bus) will be coordinated with SCALA
9. As you progress through the worlds, the choices are more sophisticated and you have more objects available (i.e. costumes, props, more dance moves, different music samples, etc...)
10. In order to develop further the personalities of the girls, we will make a twist on the current scrapbook which is for users to input their thoughts. It will now become a Secret Diary, in which every girl in the group has a section which is her own personal video diary for her confessions. (Sort of fly in the wall documentary where people film themselves alone saying what they really think).
11. An import feature of images so kids can upload to the program images of themselves or backgrounds we put in the web site to use in the stage decoration activity.
12. The disk will have a counter-Intelligence element is to bring in conflict that will make the girls face challenges and add adventure and humour.
13. The phone can be used to trigger a larger number of events and give more contact with the kid who is managing the band. For example, she receives a call from a journalist that wants to interview the girls.

The game will have 5 worlds as follows:

World I - School

Objective -

Get the girls to perform a successful gig at the school hall and raise enough interest to put a performance at the Village.

Counter-Intelligence -

Rival band gets in the way

Scenes -

School
Cafe
Basement

Resolve -

1. Raise money/resources to advertise the gig
2. Recruit the boys to help distribute and stick the poster around the village
3. Get an interview in the school magazine
4. Get the attention of the visiting talent scout

Activities -

1. Make posters and tickets for the concert
2. Compose your music
3. Choreograph the dance
4. Decorate the stage (This activity can also produce print outs that can be combined with the play materials)
5. Choose outfits for the band for the gig (limited choice of things & props)
6. Secrets Diary

World II - Village**Objective -**

Get the girls to perform a successful gig at a village venue and make enough money and publicity to progress into the Town.

Counter-Intelligence -

Tantrum boys refuse to help
?
?

Scenes -

Village Venue
Bedroom
?
?

Resolve -

1. Choose an appropriate entry fee.
2. Recruit the boys to help with the promotion of the gig
3. Get an interview in the local paper (could be quite nice if kids themselves use the camera btn to take the shots that will go on the paper. The girls pose - fluid looped animation poses - and the kid snaps (some funny faces/poses would be great).
4. Invite record companies

Activities -

1. Make posters, tickets for the concert and other give-aways for the gig (again combine with SCALA Friends (i.e. boxes, cards, badges, etc...))
2. Compose your music
3. Choreograph the dance
4. Decorate the stage (This activity can also produce print outs that can be combined with the play materials)
5. Choose outfits for the band for the gig (extend to Level 2 choice of things & props)
6. Secrets Diary
7. Take snaps of the girls for the local paper

World III - Town

Objective -

Put on a gig at a successful venue and raise enough money and publicity to move onto the City.

Counter-Intelligence -

Rival band gets in the way

One of the girls could be grounded (brings in the familiar element)

?

Scenes -

Basement

Town Corner

Costume shop

Bedroom

Touring Bus

Resolve -

1. Choose from different venues (working with parameters such as venue size, venue cost, ticket fee, advertising expenditure needed to fill the venue)
2. Run an advertising campaign
3. Get an interview in a great pop magazine and a radio station
4. Get to be signed by a record company and get goodies like extra allowance for wardrobe, **get to meet XX stars**, get a touring bus, etc... (the touring bus will be quite an important element taking the girls around and appearing in itself as a location where some of the stories will take place)
5. Get a surprise adventure

Activities -

1. Make posters and tickets for the concert
2. Compose your music
3. Choreograph the dance
4. Decorate the stage (This activity can also produce print outs that can be combined with the play materials)
5. Choose outfits for the band for the gig
6. Secrets Diary
7. Take promotional snaps of the girls for the pop mag

World IV - City

Objective -

Put on a gig at a successful venue and raise enough money and publicity to move onto the Big City.

Counter-Intelligence -

?

Scenes -

Bedroom

Basement

Photographer's Studio

TV Studio

Touring Bus

Resolve -

1. Choose from different venues (working with parameters such as venue size, venue cost, ticket fee, advertising expenditure needed to fill the venue)
2. Run an advertising campaign
3. Do a photo shoot (this has to be very special as already the kids would have taken pictures of the girls. So to make different and interesting, the kid would take the snaps but would also choose the outfits the girls would wear - with emphasis in having the girls change outfits several times!)

4. Get an interview in TV (this could be quite humorous, because the girls are starting to get full of themselves and they come to the interview only to find their mothers there showing embarrassing baby pictures!!!!)
5. Get your record company to make a record and a Music Video - which may be you can then watch on TV in the basement and get all excited.
6. **Get to be the warm up act for a successful band (this could be a nice tie in with the a pop group of the moment)**

Activities -

1. Make a music video (implies the composing of the song and the dance routines+:
 - Choose special outfits
 - Make the environments
 - Change the sequence of the shots (this just works like a all the sequencers in the rest of the program)
 - Add some effects
 - Add titles & Credits
2. Post your music video to the Friends website and compete for best music video
3. Secrets Diary

World V - World Stage

End Level where game is completed -

Scenes -

Big World Stage
Record Company's office
Bedroom
Touring Bus
End Game scene (this could be for the end of the concert)

Resolve -

1. Choose from different venues (working with parameters such as venue size, venue cost, ticket fee, advertising expenditure needed to fill the venue)
2. Run an advertising campaign
- 3.?
- 4.?

Activities -

- 1.?
- 2.?

Important points:

1. Girls tend to identify with characters that are 2 years older than them and no more. Therefore, I would not recommend the idea of making the girls older (late teens) unless we deem our target group to be in the 12+.
2. A nice element in LEGO Friends I was the fact that it was "girls at play" in an ordinary day to day world. I think this is a feel we have to maintain. (Probably a good way of going about it is to maintain familiar settings such as the bedroom, the cafe and the basement. Also introducing the mothers in the talk show brings everything back down to earth.
3. It is also important to retain the feel for girls of the target range who are not children but they are not grown up either. Like a funny mixture of bedroom decoration where we have, let's say, a Mickey mouse poster next to a Leo di Caprio one.